

PROJECT NUMBER: 4024
PROJECT TITLE: Japan Product Development
PROJECT LEADER: C. B. Altizer
PERIOD COVERED: October, 1987

I. MERIT 7 mg (JAPAN)

- A. Objective: Develop a 7 mg product for Japan, with full flavor response, to achieve parity with Mild Seven smokers.
- B. Results: Results of PMI tests 1, 2, and 3 indicate that the Mount blend continued to test well. PMI and Danchi test results indicate that there are no apparent advantages to using a plastic fluted filter for this product. PMI Test IV, consisting of Merit IV (7 mm CA/14 mm CA with carbon filter, and Merit Aftercut) versus Mild Seven Lights and Caster is in progress. Results are expected by December 1.
- C. Plans: The factory trial has been tentatively scheduled for mid-November. Production startup is scheduled for early December. Product launch scheduled for March 1988.

II. MOUNT @ 11 MG vs PM LIGHTS

- A. Objective: To determine the consumer acceptability of changing the PM Lights blend to Mount blend at 11 mg tar. To test consumer preference for white versus cork tipping.
- B. Results: The Danchi Panel Test results of cork vs. white tipping on both PM Lights and Mount at 11 mg showed the PM Lights product with white tipping to be the highest rated product. In general, smokers preferred tipping paper the color of their own brand. Smokers perceived cork tipped cigarettes as being stronger and more irritating. Results of PMI testing (PM Lights vs Mount 11 mg both with white tipping) are expected mid-November.
- C. Plans: Further development plans will be based on the results of PMI testing.

III. LARK OPTIMIZATION

- A. Objective: To optimize the subjective acceptance of the Lark family while retaining the American blended cigarette character.
- B. Results: Models of optimized Lark and Lark Milds were submitted for Danchi Panel Testing. Results are expected by mid-November. Additional blend development has been done, resulting in a new blend model for another Danchi Test.
- C. Plans: Lark Milds and Full Flavor Lark prototypes with the new blend will be Danchi Panel tested mid-November. Further development work is dependent upon Danchi Test results.

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